

INFORMATION SERVICES  
DECISION PACKAGE

Phase Study ✓  
Analysis ✓  
Construction    

Project #: TBD  
Project Name: Van Program Interactive  
Prepared by: Marc Kuffler/Dennis Miller

Date: 05/05/95  
Requesting Dept: Marketing (Events)  
Sponsor: Vicky Berner/Tracy Young

**SCOPE OF DECISION**

<u>Chargeable Cost Sum</u>	Capital	Expense	Total
Previous Phase(s) Cost	\$0	\$0	\$0
<b>This Request</b>	\$0	\$150,000	\$150,000
<b>Sub-Total Approval</b>	\$0	\$150,000	\$150,000
Estimate to Complete	\$0	\$0	\$0
<b>Total</b>	\$0	\$150,000	\$150,000

**Decision:** Interactive marketing will become a key strategy for our Events and Brand departments in the near future. The customer has a need to incorporate new, innovative technology to keep Philip Morris and specifically Marlboro Events on the cutting edge. This technology must keep pace with the high quality expectations of the Marlboro consumer.

Interactive marketing has multiple goals. It can be used to heighten brand awareness, make consumers aware of events in the market, and create an experience unique to a brand.

Interactive Marketing is different from enterprise applications (i.e. DART, Datanet, Excel) as it requires a mix of art and technology. Gathering requirements, analysis, design and construction is substantially different from large site systems because the technology and creative content are tied closely together.

Events and the Marlboro Brand Group would like to use interactive technologies, specifically some facets of virtual reality, to promote our current promotional umbrella, Project Thunder. The Marlboro Brand Group has established creative parameters for a virtual reality experience to focus on the main theme of Project Thunder.

We need immediate resources (project leadership) as well as contracted specialists to help us design and execute the technology. We need to maintain a sense of urgency. The Van Program for 1996 will rollout in May of 1996. This timeline is tight to create a virtual reality product. The dollars from this decision package will only pay for IS Chargeback, it will not pay for the entire project (which is estimated at the 20+ million range).

These resources will need to work extensively in the customer area as well as with the Events Marketing Group as well as the Marlboro Brand Group. We need to define the scope, map requirements, issue RFP's and loop in Technical Services.

**Targeted Company/Functional Objective:** Programs designed to attract competitive consumers, build brand loyalty and increase market share through the incentive of participating in events.

**Project Summary:**

Have already done extensive research on vendors as well as gather basic customer requirements.

Build requirements documentation.

Build Business Case Study/Scope.

Build RFP for vendor selection.

Select vendors for construction.

Recommendation: contract out to a company that has multimedia experience/focus on interactive technology.

Conduct status meetings/interact with Leo Burnett and Brand Management.

Execute the requirements and launch project based on customer interaction and decisions.

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**Customer Resources:**

**Customer Resources.** Vicky Berner is the Manager of Van Program in Events Marketing. Tacy Young is the sponsor from Marlboro Brand.

Is this project included in the Capital Forecast and/or Operating Budget?   \_\_Yes   xNo

If yes, include Capital Forecast Amount \$ \_\_\_\_\_ Operating Budget \$ \_\_\_\_\_

Will this project impact the customer's business controls? ☐ Yes ☒ No

If yes, the internal controls of the system will be addressed during the design of the system.

Approved \_\_\_\_\_

Rejected

Deferred \_\_\_\_\_

Marc Kuffler

Date: \_\_\_\_\_

Barry O'Brien

Date: \_\_\_\_\_

Steve Piskor

Date: \_\_\_\_\_

Date: \_\_\_\_\_

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COST / BENEFIT SUMMARY

Project Name: Marketing Event Project

**Description of Benefits:**

Solid technology requirements must be built quickly for this project to move forward smoothly. If these requirements are not done, the project and business will suffer a negative impact for the duration of the event.

ROI Justification:      Dedicated 650    \_\_\_  
                                 Related 650    \_\_\_  
                                 No 650        \_\_\_

**Business Impact/Funding**

Department

Funding

Process(es)

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## PROJECT DEFINITION & RECOMMENDED APPROACH

Project Name: Events Games

### ***Business Opportunity:***

To enhance brand visibility using high quality art and technology.

### ***Project Objective:***

To build an Marlboro Thunder interactive experience for the van program to be executed at retail.

### ***Recommended Approach:***

Retaining experienced professionals in the area of gaming/virtual reality while interfacing with Events and Leo Burnett.

### **ATTACHMENTS**

	YES	NOT APPLICABLE
MAJOR ALTERNATIVES	—	—
RELATED PROJECTS	—	—
SIGNIFICANT RISKS	—	—

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EVALUATION OF ALTERNATIVES

Project Name:

ALTERNATIVE 1

*Description:*

*Rationale For Rejection:*

ALTERNATIVE 2

*Description:*

*Rationale For Rejection:*

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RELATED PROJECTS

Project Name:

*Project:*

*Status:*

*Description:*

*How Affected:*

*Project:*

*Status:*

*Description:*

*How Affected:*

*Project:*

*Status:*

*Description:*

*How Affected:*

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RISK/CONTINGENCY ANALYSIS

Project Name:

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*Risk Factor:*

*Proposed Decision Limits:*

*Contingency Plan:*

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*Risk Factor:*

*Proposed Decision Limits:*

*Contingency Plan:*

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CUSTOMER RESOURCE REQUIREMENTS

Project Name:

MANPOWER REQUIREMENTS

Required  
Skill

Duration

Level of  
Effort

OTHER RESOURCES

Description

Duration

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REV. 10/94